

Steps towards more sustainable events

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What steps to take?

1. Get commitment across the organisation
2. Measure your footprint
3. Include your supply chain
4. Avoid / reduce / recycle waste
5. Reduce greenhouse gas emissions
6. Contribute to the community / society
7. Communicate 'green' – avoid greenwash

1. Get commitment

- Establish why you (and other senior management) want to become more sustainable – agree on this ...
- Develop a broad strategy and action plans
- Develop supporting structures and systems
- Engage / educate your staff

2. Measure your footprint

- Research what to include - boundaries
- Measure to establish what is going on
- Publicly report on the results and engage internally
- Determine improvement targets

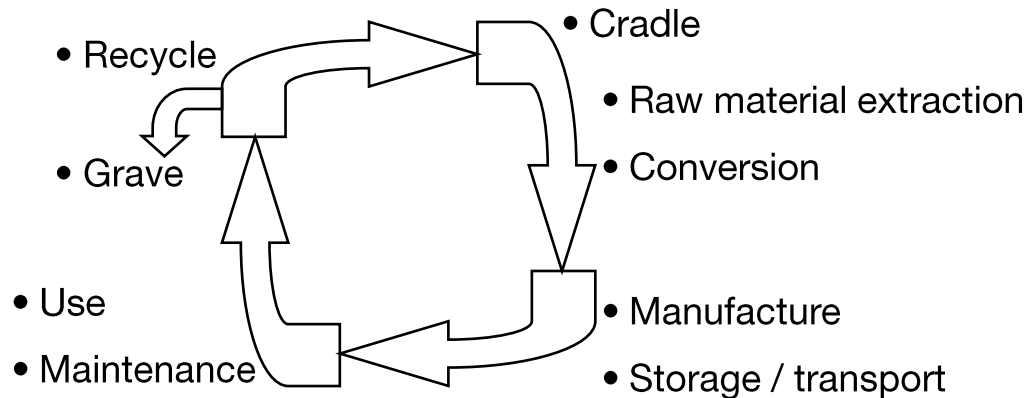


3. Include supply chain issues



- Identify your supply chain
- Make green supply chain issues part of your sustainable business strategy and contracts
- Include the supply chain in your footprint
- Cooperate, select and innovate with the different parties in your supply chain

4. Avoid / reduce / recycle waste



Some ideas:

- Use online registration and electronic invoices / receipts
- Replace printed materials with electronic marketing and flyers and use email for communication
- Choose products like decorations and promotional material which can be reused
- Select venues with an extensive recycling policy
- Don't offer bottled water, but jugs
- Recycle beverage containers and paper waste from event

5. Reduce greenhouse gas emissions

- Reduce your – and your supply chain's – energy consumption through for instance:
 - ✓ Recognising energy efficient methods within the organisation
 - ✓ Turn lights and appliances off when not in use
 - ✓ Innovative and use energy efficient appliances
 - ✓ Stimulate walking / cycling / public transport of staff and clients
 - ✓ Try to buy local, organic and environmentally friendly products
 - ✓ Avoid waste – especially organic – going to landfill; recycle beverage containers
- Buy green power (accredited) – www.greenelectricitywatch.org.au
- Offset your emissions responsibly

6. Contribute to community / society

Some ideas:

- Support local and sustainable agriculture / business
- Donate all leftover food to a local food bank
- Donate all table scraps to a local farm or compost
- Offer reduced tickets to less affluent members of society who otherwise couldn't afford it
- Support wider sustainability initiatives, e.g. NGO campaigns

7. Communicate 'green' - avoid greenwash

- Understand all environmental impacts of your service across its entire lifecycle
- Understand the growing interest in sustainable products and connect this to your company objectives
- Use innovative technologies and approaches that sustainably minimise the cost of dealing with pollution and improved resource and energy efficiency
- Pursue continual improvement of your environmental footprint
- Provide independent evidence
- Understand and confirm the scientific case behind each green marketing claim
- Keep track of current and new environmental and industry legislation / initiatives